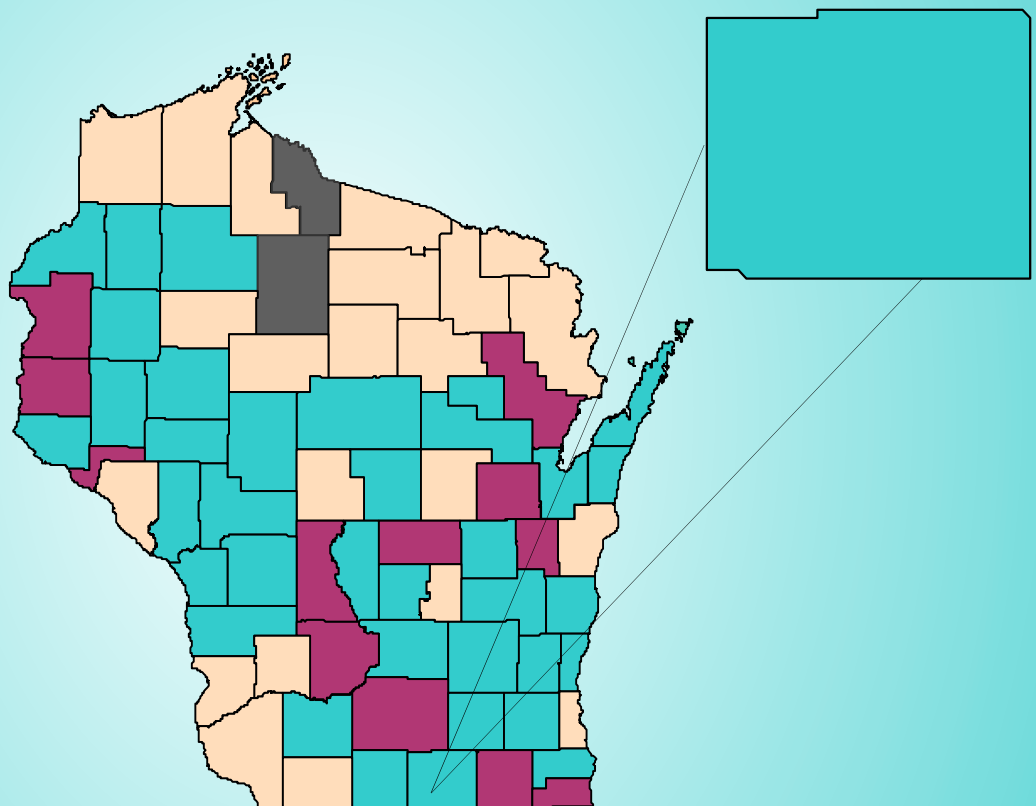


Rock County Workforce Profile

Projected population growth from 2000 to 2020



Source: Wisconsin Department of Administration, Demographic Services Center.
Statewide population growth is projected to be 13.9 percent from 2000 to 2020.



County Population

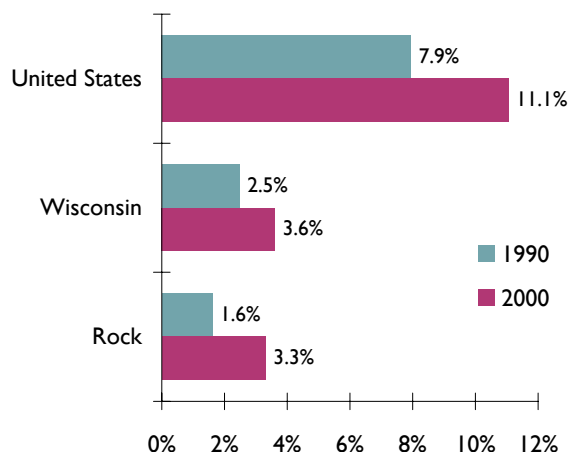
The population in Rock County increased 1.1 percent (1,694 new residents) from April 2000 through December 31, 2001. About 73 percent of county's population increase came from a net natural increase in the county's population (more births than deaths). This is markedly different than the statewide experience where 56 percent of the statewide population increase came from a gain in net migration to the state.

The overall rate (1.1 percent) of increase in Rock County's population would be considered slow, at best. During the same period the national population grew by two percent and the state population grew by 1.7 percent.

The migration rate in Rock County was lower than the 0.9 percent migration rate in Wisconsin and it lagged the experience of other metropolitan counties in the state as well. The net increase in Rock County's population due to positive in-migration was 447.

Rock County is still mostly populated with white residents. About 91 percent of Rock County residents are white, slightly higher than the statewide percentage of 89 and substantially higher than the national percentage of 75. Rock County's share of foreign-born residents is very low compared to the United States, but is roughly equal to Wisconsin.

Share of Foreign-born Residents



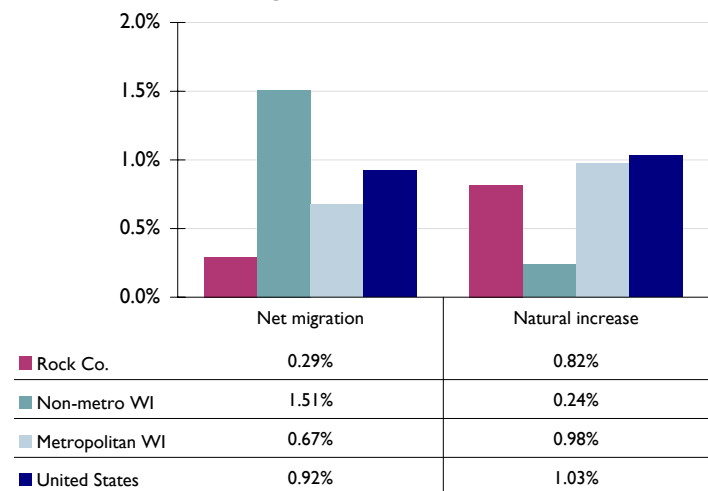
Source: US Dept. of Commerce, Census 2000, Summary file-4, QT-P14

Total Population

	April 2000 Census	January 1, 2002 estimate	Percent change
United States	281,421,906	286,923,000	2.0%
Wisconsin	5,363,701	5,453,896	1.7%
Rock County	152,307	154,001	1.1%
Largest Municipalities			
Janesville, City	60,200	60,775	1.0%
Beloit, City	35,775	35,918	0.4%
Beloit, Town	7,038	7,193	2.2%
Milton, City	5,132	5,226	1.8%
Edgerton, City*	4,891	4,936	0.9%
Evansville, City	4,039	4,235	4.9%
Rock, Town	3,338	3,342	0.1%
Fulton, Town	3,158	3,201	1.4%
Janesville, Town	3,048	3,195	4.8%
Milton, Town	2,844	2,906	2.2%

* Rock County portion only

Net migration and natural increase



Source: Wisconsin DOA, Demographic Services Center & US Census Bureau

Rock County, like many Wisconsin Counties, is experiencing an aging resident population. However, while Rock County's median age has been on the rise for several decades now, the county is still 'younger' than surrounding counties and is aging slightly slower than the state as a whole. In 1980, the median age of a Rock County resident was 28.9, in 1990 it was 33, and by the year 2000 the median age of Rock County's residents had climbed

(Continued on page 2)

Rock County Workforce Profile

Population Projections by Age Groups in Rock County

	0-4	5-9	10-14	15-19	20-24	25-29	30-34	35-39	40-44	45-49	50-54	55-59	60-64	65-69	70-74	75+
2000																
Male	5,228	5,938	6,087	5,578	4,662	4,814	5,480	6,136	6,236	5,599	4,777	3,558	2,862	2,563	2,141	3,321
Female	5,035	5,522	5,741	5,352	4,333	4,880	5,432	6,174	6,264	5,462	4,807	3,768	3,187	2,801	2,693	5,876
2005																
Male	5,343	5,445	6,049	5,932	4,900	5,244	4,970	5,651	6,241	6,236	5,442	4,459	3,191	2,522	2,163	3,593
Female	5,109	5,245	5,630	5,553	4,827	5,018	5,010	5,542	6,180	6,160	5,316	4,565	3,539	2,937	2,550	6,129
2010																
Male	5,516	5,518	5,522	5,895	5,211	5,497	5,426	5,141	5,766	6,257	6,069	5,089	4,012	2,822	2,142	3,814
Female	5,278	5,281	5,323	5,441	5,003	5,519	5,157	5,119	5,548	6,073	5,992	5,046	4,289	3,261	2,676	6,208
2015																
Male	5,698	5,680	5,600	5,388	5,186	5,886	5,671	5,620	5,258	5,795	6,102	5,690	4,595	3,564	2,410	3,963
Female	5,453	5,441	5,366	5,147	4,905	5,736	5,650	5,273	5,131	5,457	5,913	5,695	4,749	3,960	2,980	6,392
2020																
Male	5,776	5,840	5,765	5,466	4,742	5,857	6,067	5,858	5,752	5,293	5,658	5,730	5,150	4,096	3,058	4,301
Female	5,523	5,598	5,528	5,188	4,639	5,639	5,866	5,763	5,287	5,048	5,315	5,623	5,366	4,393	3,630	6,833

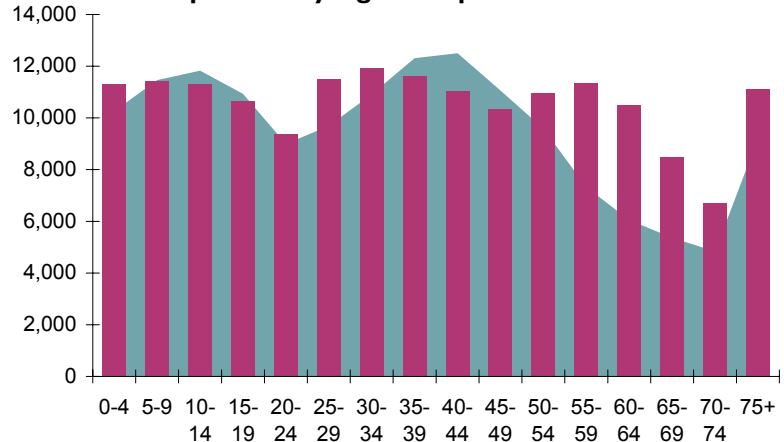
Source: Wisconsin Dept. of Administration, Demographic Services, October 2003

to 35.9 years old. Rock County's average resident is a tenth of a year younger than the average state resident.

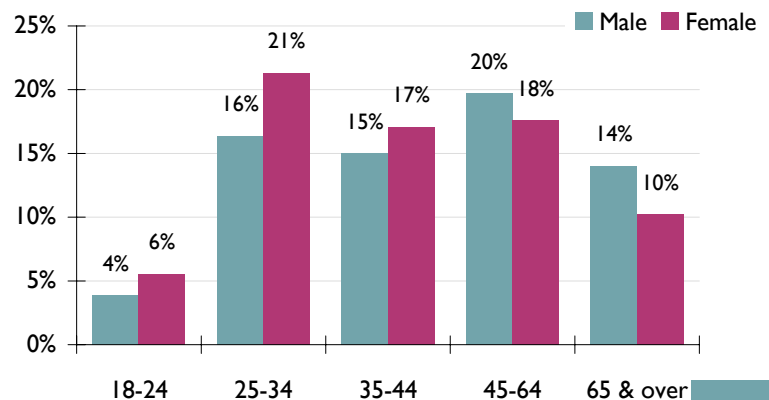
Population age projections illustrate that the share of total population over the age of 60 will increase from 16 percent in 2000 to 22 percent in 2020. The population under 20 years old is projected to decline from 29 percent to 26 percent. While the projected decrease in population under 20 is not as drastic as in many Wisconsin counties west and northwest of Rock, it is still a reversal of past trends and will require a new kind of workforce planning to head off future worker shortages. New 'ways of doing business' will also be needed to adapt to a swelling population over age 60.

A noticeable trend in Rock County, as well as in the state, is that a higher share of younger females have a bachelor's degree than men the same age. If the area economy cannot provide these educated females employment opportunities commensurate with their education; these females will migrate out of the area, and Rock County will suffer a loss of females in their child bearing years. In older generations males have higher percentages of bachelor college degrees; generations when in most areas more men attended college. The opposite is true today.

Population by Age Group



Percent of age group with at least a Bachelor's degree in Rock County



Source: US Dept. of Commerce, Census 2000, Summary file 4, QT-P20

Labor Force Characteristics

The labor force participation rate (LFPR) is the number of residents who are either working or looking for work divided by the total, non-institutional, population.

The top graph shows that labor force participation rates are highest for the middle-age groups and lowest for the older-age groups. This is typical in most counties and states and reflects peoples' changing inclinations and desires to work. Younger residents are in school, middle-aged residents have many financial commitments and are in their prime working years, and older residents are anticipating retirement.

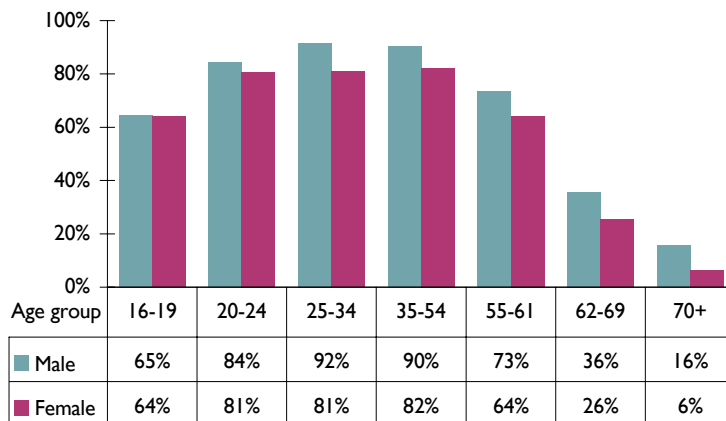
In 2002, the LFPR in Wisconsin of 73 percent placed it among the five highest states in the United States. The overall participation rate in Rock County in 2002 was 67.2 percent, noticeably lower than in the state but roughly equal with the 67 percent national rate. Rock's LFPR had been much closer to the state's LFPR in the early and mid-1990s. It is likely that the gap between Rock County's LFPR and the state's has been widening because the recent plant closings and substantive layoffs in manufacturing has created a pool of discouraged workers.

Issues such as declining LFPR, increasing population over age 60, the potential of losing college-educated females will need to be addressed. Increasing the participation rate among Rock County's older population could help alleviate some of the impending labor shortage. Based on 2000 LFPR of age groups, the graph on the bottom of the page shows the number of residents in 2020 that will be in the labor pool. By 2020, the number of residents will increase by 17,300, though the number who participate in the labor force will increase by only 8,000, a net LFPR of just 46 percent among the added population.

Of the roughly 78,300 residents who currently participate in the labor force about 72,800 are employed and 5,500 are unemployed. The number of employed is down from a high in 1997 due to the

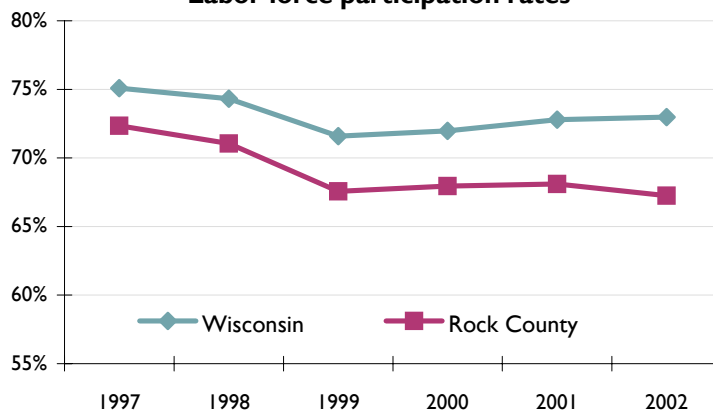
(Continued on page 4)

Rock Labor Force Participation by Age & Sex in 2000



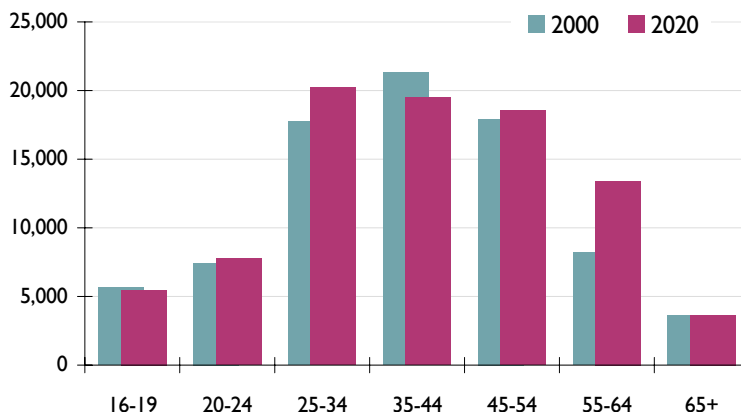
Source: US Dept. of Commerce, Census 2000, Summary file 4, PCT-79

Labor force participation rates



Source: WI DWD, Office of Economic Advisors, 2003

Labor Force by Age in 2000 & 2020 in Rock County



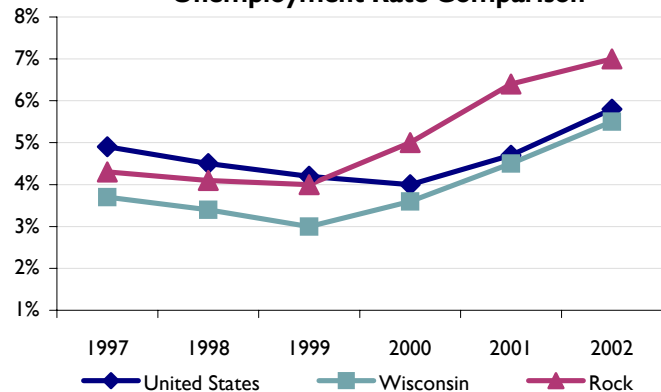
Source: DWD, Office of Economic Advisors, US Census, SF-4 (PCT-79), WI Demographic Services

Rock County Workforce Profile

recession and loss of jobs in the county. In 2002, Rock County unemployment rates climbed to their highest level since 1992.

When the economy recovers labor shortages will once again become an issue for Rock County employers. In the recovery to come, unemployment rates will decline.

Unemployment Rate Comparison



Rock County Civilian Labor Force Data

	1997	1998	1999	2000	2001	2002
Labor Force	80,776	79,666	77,689	78,835	79,309	78,281
Employed	77,333	76,398	74,590	74,908	74,238	72,818
Unemployed	3,443	3,268	3,099	3,927	5,071	5,463
Unemployment Rate	4.3%	4.1%	4.0%	5.0%	6.4%	7.0%

Source: WI DWD, Bureau of Workforce Information, LAUS program, 2003

Occupations in demand

Occupational queries outnumber every other labor market information request. This is because all parties involved in the labor transaction—employers, jobseekers, students, and others—are interested in career trends, education and training requirements and perhaps most importantly, wages associated with occupations.

The table to the right examines the fastest growing occupations in the Southwest region and occupations that will have the most openings between 2000 and 2010 and their average hourly wages in 2001.

The distinctions between the fastest growing and those with most openings are obvious—wages and educational requirements are quite different. Occupations with the most openings tend to be entry-level needing less educational requirement and may have higher turnover as people move up their career ladders. Those that are growing quickly may not necessarily grow abundantly. They are pervasive in technical fields and most require some form of post-high school training or formal education.

Southwest Region Occupation Projections: 2010

	Top Ten Occupations	Education & Training Typically Required*	Average Wage**
Fastest Growth	Computer Support Specialists	Associate degree	\$17.36
	Network & Comp. Systems Admin.	Bachelor's degree	\$22.01
	Personal and Home Care Aides	1-month or less training	\$7.94
	Medical Records and Health Information	Associate degree	\$9.95
	Medical Assistants	1-12 mo. on-the-job training	\$10.91
	Computer and Information Systems	Work experience & degree	\$30.39
	Social and Human Service Assistants	1-12 mo. on-the-job training	\$12.43
	Computer Systems Analysts	Bachelor's degree	\$31.98
	Hotel, Motel, and Resort Desk Clerks	1-month or less training	\$7.72
	Home Health Aides	1-month or less training	\$8.65
Most Openings	Cashiers	1-month or less training	\$7.48
	Comb Food Prep/Serv Wrk/Incl Fast	1-month or less training	\$6.70
	Retail Salespersons	1-month or less training	\$9.86
	Waiters/Waitresses	1-month or less training	\$6.77
	Labrs/Frght/Stock/Matrl Movers/Hand	1-month or less training	\$10.87
	Registered Nurses	Bachelor's degree	\$22.41
	Stock Clerks/Order Fillers	1-month or less training	\$10.22
	Packers/Packagers/Hand	1-month or less training	\$10.21
	Shipping/Receiving/Traffic Clerks	1-month or less training	NA
	Office Clerks/General	1-month or less training	\$9.89

* The most common way to enter the occupation, not the only way

** Wages from Occupation Employment Statistics survey responses for region, 2001
Southwest WDA includes Grant, Green, Iowa, Lafayette, Richland and Rock counties.

Source: WI DWD, Bureau of Workforce Information, 2002

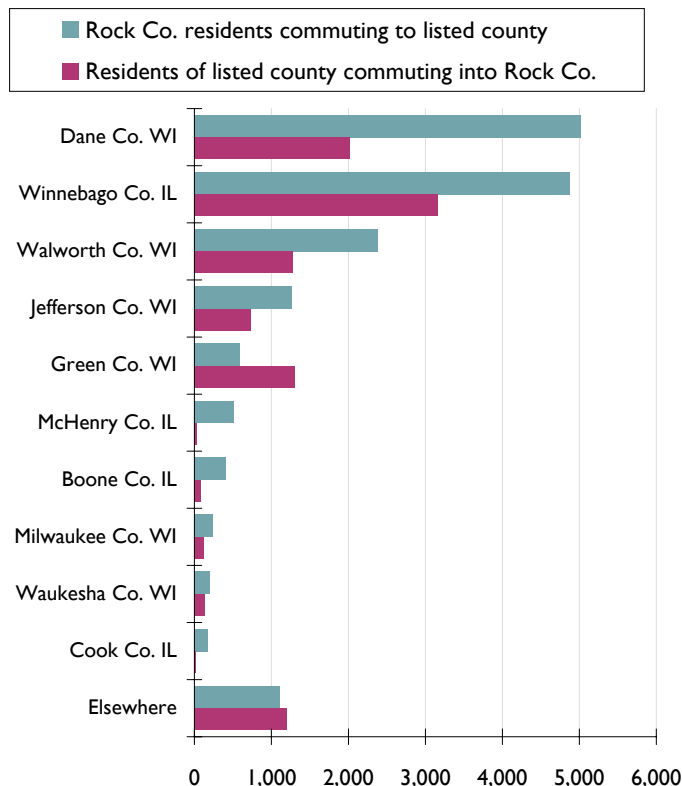
County Commuting Patterns

Commuting pattern information is arguably one of the most underrated and highly anticipated pieces of labor market information. It is a key piece of information when profiling a local economy. These data are only made available every 10 years from the U.S. Bureau of Census, but may be surveyed annually via the American Community Survey, which

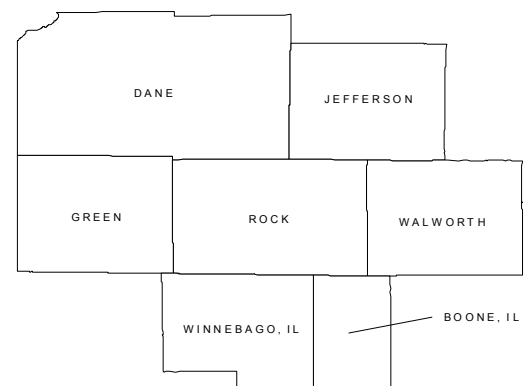
is a new approach the bureau is undertaking to measure the U.S. population between the decennial censuses.

Commuting juxtaposes two simple questions: “where do you live?” and “where do you work?”. Seventy-seven percent of Rock County’s employed residents work in Rock County, which implies that the other 23 percent do not. Rock’s ratio of those working in their home county is a bit higher than the statewide average of 74 percent. Rock County, like many of these larger metropolitan counties in the southeast and south-central portions of the state, experience a great deal of commuting interchange between counties due to the economic ties they have with one another and, obviously, proximity.

Rock County is positioned among four adjacent Wisconsin counties and two adjacent Illinois counties (six total), five of which it has a commuting loss and one a gain. Overall, Rock shows a commuting net loss of 5,957 to this six-county aggregate. This net loss is heavily weighted to Dane County to Rock’s immediate north and Winnebago County, Illinois to Rock’s immediate south. Overall, wages are higher in Dane County and Winnebago County, Illinois than in Rock County.



	Rock Co. residents commuting to listed county	Residents of listed county commuting into Rock Co.	Net gain or loss of workers
Dane Co. WI	5,021	2,020	-3,001
Winnebago Co. IL	4,871	3,158	-1,713
Walworth Co. WI	2,383	1,284	-1,099
Jefferson Co. WI	1,262	734	-528
Green Co. WI	594	1,308	714
McHenry Co. IL	514	29	-485
Boone Co. IL	414	84	-330
Milwaukee Co. WI	245	123	-122
Waukesha Co. WI	203	133	-70
Cook Co. IL	173	25	-148
Elsewhere	1,107	1,208	101



Source: US Dept. of Commerce, Census 2000, County-to-county worker-flow files

Industry Employment -

Introducing NAICS (North American Industry Classification System)

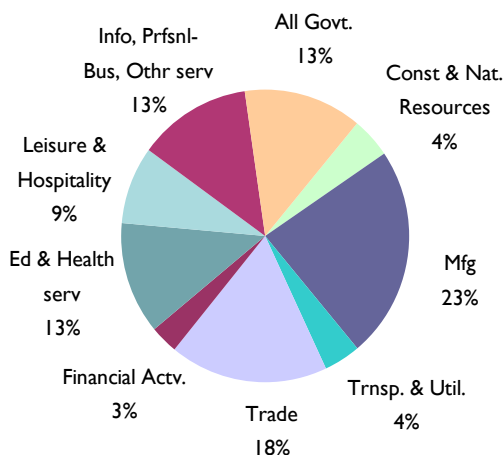
The North American Industry Classification System (NAICS) is a fairly new way of categorizing employers by industry. It was introduced in most areas, including Wisconsin counties, in 2002. It replaces the old system known as Standard Industrial Classification (SIC).

A tome could be written explaining the reasons for the change and what the differences are. For the sake of brevity, NAICS was introduced to reflect a changing economy (new and evolving industries) and

to include all three North American countries in a uniform coding system.

NAICS gives more industry detail reflecting industries that are more contemporary than its coding predecessor. SIC and NAICS data cannot be compared to one another even if the industries share the same or similar name. The new coding system is so different that one cannot assume that data retrieved are similar for comparison. The table at the bottom of the page shows the 2002 industry composition for Rock County in present and former coding systems.

Rock County Industry Distribution: 2002



Some of the more notable changes include the fact that transportation employment is now grouped with warehousing and utilities and comprises four percent of local jobs compared to five percent under SIC. Another change is that most jobs in communication were moved to a new sector called information.

Wholesale and retail trade jobs declined to 18 percent of total employment in NAICS from 24 percent in SIC. The primary reason is that restaurants, food service companies and bars were moved to a the new NAICS sector, leisure and hospitality. Hotels

(Continued on page 7)

2002 Industry Employment in Rock County: A comparison of two classification systems

NAICS Super-sectors	Employment	Distribution	SIC Industry Divisions	Distribution
Construction, natural resources & mining	2,900	4%	Construction & Mining	5%
Manufacturing	15,700	23%	Manufacturing	25%
Transportation, warehousing & utilities	2,800	4%	Transportation, utilities & communication	5%
Trade (wholesale & retail)	12,100	18%	Wholesale trade	5%
			Retail trade	19%
Financial activities	1,900	3%	Finance, insurance & real estate	3%
Information, professional & business services, other services	8,600	13%	Services & misc (incl. agr, forestry, fishing)	26%
Education and health services	8,400	13%	Government	13%
Leisure & hospitality	5,900	9%		
Government	8,900	13%		

Source: WI DWD, Bureau of Workforce Information, Current Employment Statistics Program, March 2003

Rock County Workforce Profile

and lodging facilities are also a part of this new sector, making it easier to monitor changes in tourist related businesses. It will also be much easier to monitor the rapidly expanding health services sector which is grouped with private education employment in the monthly estimates. Most education jobs are included in the broader government sector.

The lists of top ten industries and employers in Rock County uses the North American Industry Classification System. One big change with this top ten industry list over previous years are the display of sub-groups within health services, two of which appear on this list.

Top 10 Industry Groups in Rock County

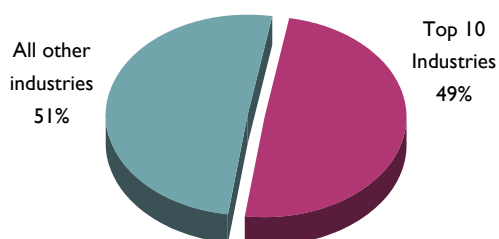
Industry Group	March 2003		Numeric change 2002 - 2003
	Employers	Employees	
Transportation Equipment Manufacturing	13	6,271	-179
Educational Services	28	5,661	11
Food Services and Drinking Places	244	4,521	-68
Hospitals	3	3,365	94
Executive, Legislative, & Gen Government	28	2,776	-72
Administrative and Support Services	115	2,751	224
Merchant Wholesalers, Durable Goods	96	2,235	110
Ambulatory Health Care Services	121	2,081	8
General Merchandise Stores	13	1,991	-123
Machinery Manufacturing	36	1,718	-187

*data suppressed to maintain confidentiality

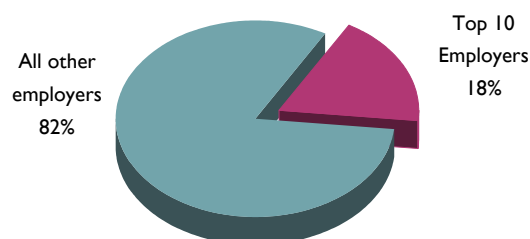
Top 10 Private Employers in Rock County

Company	Product or Service	Size
General Motors Corporation	Utility vehicle manufacturing	1000 +
Mercy Health System	General medical & surgical hospitals	1000 +
Beloit Memorial Hospital	Other accounting services	1000 +
Lear Midwest Automotive	Motor vehicle seating and interior trim manufacturing	500-999
Lab Safety Supply	Mail-order & Miscellaneous Retail	500-999
Frito Lay	Snack food manufacturing	500-999
Wal-Mart Associates	Warehouse clubs and supercenters	500-999
Ssi Technologies	Motor vehicle brake system manufacturing	500-999
Tnt Logistics North America	General freight trucking, long-distance, less than truckload	500-999
Beloit College	Colleges, universities, and professional schools	250-499

Share of jobs with top 10 industries



Share of jobs with top 10 employers



Source: WI DWD, Bureau of Workforce Information, ES-202 special report, First quarter, 2003

Rock County Workforce Profile

The table to the right shows the average wage paid by industry in Rock and compares it to the state average. As expected of a metropolitan county, employers in Rock pay a higher than average wage in a number of industries and overall.

The graph below takes this a step further and illustrates the comparative importance of industry employment levels to the total wages these sectors pay in Rock County. An example of how to read this graph is manufacturing employment composes 24 percent of the county's employment, but pays about 35 percent of the county's wages, putting a premium on this employment for its higher than average wages. On the other hand, leisure and hospitality employment shows the opposite effect with a higher employment ratio than wages paid in the county. This is due to

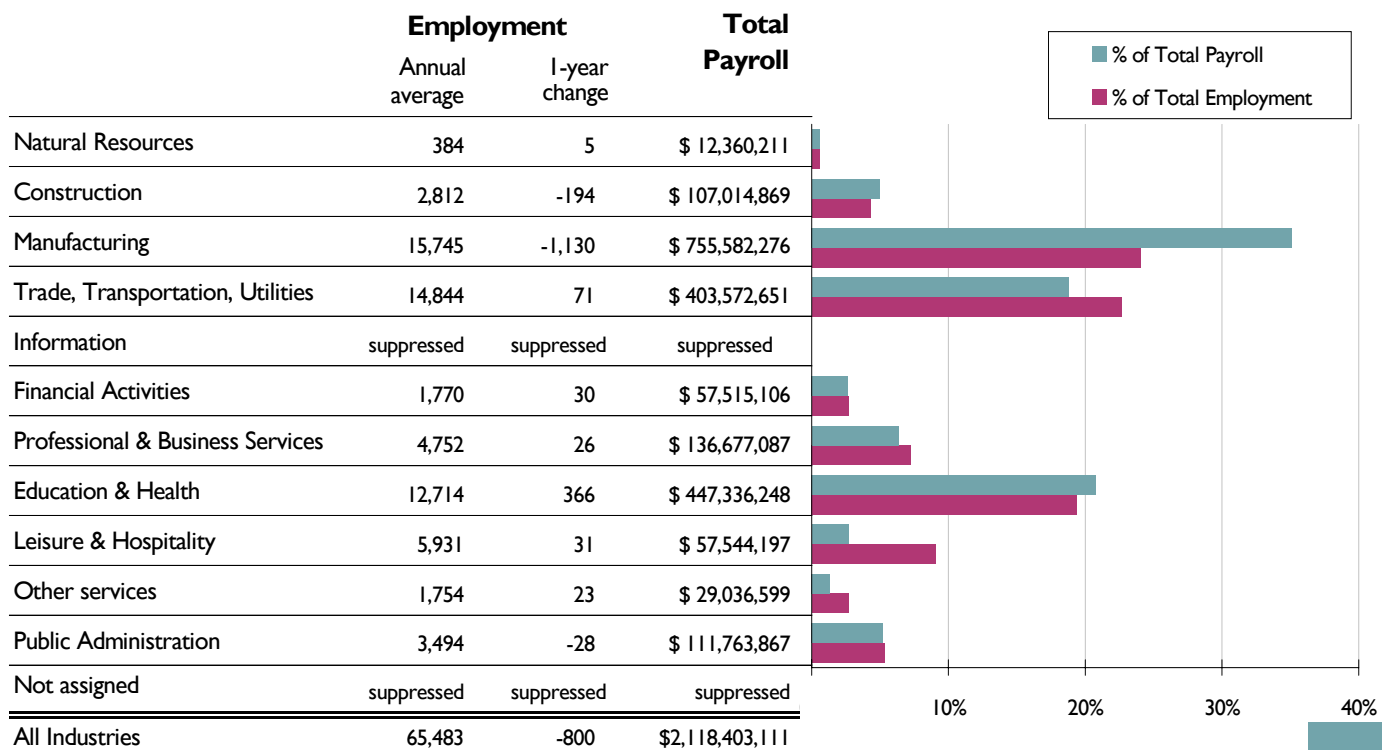
Average Annual Wage by Industry Division in 2002

	Average Annual Wage Wisconsin	Average Annual Wage Rock County	Percent of Wisconsin	1-year % change
All Industries	\$ 32,422	\$ 32,841	101%	4.4%
Natural resources	\$ 25,481	\$ 32,188	126%	9.1%
Construction	\$ 39,649	\$ 38,056	96%	-0.3%
Manufacturing	\$ 40,584	\$ 47,989	118%	7.8%
Trade, Transportation, Utilities	\$ 28,422	\$ 27,188	96%	3.2%
Information	\$ 38,871	suppressed	suppressed	suppressed
Financial activities	\$ 40,337	\$ 32,494	81%	10.0%
Professional & Business Services	\$ 36,324	\$ 28,762	79%	2.7%
Education & Health	\$ 33,768	\$ 35,185	104%	6.1%
Leisure & Hospitality	\$ 11,837	\$ 9,702	82%	2.9%
Other services	\$ 19,500	\$ 16,555	85%	-0.4%
Public Administration	\$ 33,769	\$ 31,987	95%	0.6%

Source: WI DWD, Bureau of Workforce Information, Covered Employment & Wages, August 2003

the fact that much of leisure and hospitality employment is entry-level, part-time and seasonal in nature. Manufacturing wages are higher on average due to more hours worked, collective bargaining agreements and longer job tenures that are not so pervasive in entry-level pay scales.

2002 Employment and Wage Distribution by Industry in Rock County



Source: WI DWD, Bureau of Workforce Information, Covered Employment and Wages, August 2003

Per Capita Personal Income

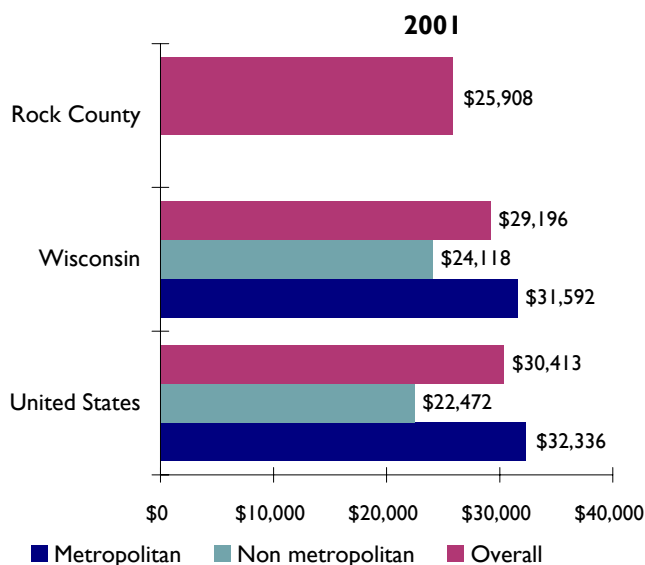
Per capita income (PCPI) is total income divided by the total number of residents. Income includes wages earned, dividends from investments, and transfer payments from the government. Per capita income can influence the type of services and housing available within a county.

Rock County's PCPI is the 29th highest of Wisconsin's 72 counties. The gap between the statewide PCPI and Rock County's PCPI has widened in the last five years as Rock's PCPI has not increased as

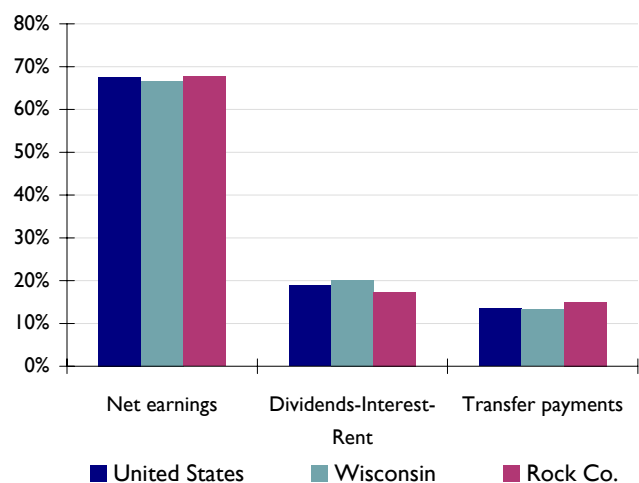
much as the statewide figure nor the nation's over that time period. Much of this income sluggishness is attributed to the softening of the county's manufacturing economy. As manufacturing jobs have become fewer in the economy so have their high wages. Overall job growth has also been relatively flat over this five year period and it has been difficult for former production workers to immediately recoup the wages that they earned in the manufacturing industry.

Per Capita Personal Income

	1996	1997	1998	1999	2000	2001	Percent Change	
							1 year	5 year
United States	\$24,270	\$25,412	\$26,893	\$27,880	\$29,760	\$30,413	2.2%	25.3%
Wisconsin	\$23,301	\$24,481	\$26,004	\$26,926	\$28,389	\$29,196	2.8%	25.3%
Rock County	\$22,284	\$23,295	\$24,416	\$24,961	\$25,802	\$25,908	0.4%	16.3%



Components of Total Personal Income: 2001



Source: US Dept. of Commerce, Bureau of Economic Analysis, State & Local Personal Income, May 2003, CAI-3, CA05

WWW addresses of source data

Wisconsin population estimates and projections:

<http://www.doa.state.wi.us/dir/index.asp>

Education levels of population, labor force participation rates, commuting patterns:

<http://www.census.gov/main/www/cen2000.html>

Labor force estimates (employed and unemployed), industry employment, average annual wages:

<http://www.dwd.state.wi.us/lmi/>

Occupations in-demand:

http://www.dwd.state.wi.us/lmi/wda_map.htm

Per Capita Personal Income:

<http://www.bea.gov/bea/regional/reis>

Profile author:

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